

Rep Order# 6838189
EC'd Yes

Ver# 2
Status Returned

Traffic Order# 195885
Printed: 08/02/2012 1:09 PM
Last Received: 08/02/2012 10:57 AM
Showing Buylines: Last Sta Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () AMER 4 PROSPERITY
Product AMER FOR PROSPERITY
Estimate# 327
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //327
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC= *

--- REMARKS ---
SEE LINES 2, 4, 5

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*2			09/07-09/07	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
Buyline Comment: BONES Station Remark: V2 FOX AIRING "STAND UP TO CANCER" IN TP. SEE NSM FOR MG OFFER											
*4			09/08-09/08	1	\$200.00	:30	1	SA	6P-7P	1	\$200.00
Buyline Comment: HOUSE Station Remark: V2 MG NEEDED 9/8 DUE FOOTBALL. SEE NSM FOR MG OFFER											
*5			09/08-09/08	1	\$400.00	:30	1	SA	7P-8P	1	\$400.00
Buyline Comment: COPS Station Remark: V2 NA DUE FOX AIRING NCAA FOOTBALL. NEBRASKA VS UCLA MG SAT 530-9P IN NCAA FOOTBALL GAME. \$400 IS P3 ON CARD											

---REPORT TOTALS---
Report Totals: 3 / \$1,100.00

---SALES MONTHLY TOTALS---
Sep 12: 11 / \$7,175.00
Sales Totals: 11 / \$7,175.00
Station Totals: 11 / \$7,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00
---COMPETITIVE---
Market Totals \$89,688 CABL 0% KASA 8% KASY 0% KLUZ 0% KOAT 17%

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KOB 33% KRQE 42% KWBQ 0%

---COMPETITIVE COMMENTS---
NEW ORDER

Books JUL12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

Spot Manager: All, 09/04/12-09/10/12

Alt Order #	Estimate #	Date	Length	Priority	Air Time	Ad-ID	Rate	Agency
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Advertiser: POL/Americans For Prosperity

Station: KASA

Order: 195885

Line: 1

Time Period: 9p-930p

09/05/12	:30	P3	\$1,000.00	Mentzer Media Services
09/07/12	:30	P3	\$1,000.00	Mentzer Media Services
09/06/12	:30	P3	\$1,000.00	Mentzer Media Services
09/04/12	:30	P3	\$1,000.00	Mentzer Media Services

\$4,000.00
\$4,000.00

Line: 2

Time Period: 7p-8p

09/07/12	:30	P3	\$500.00	Mentzer Media Services
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\$500.00
\$500.00

Line: 3

Time Period: 8p-9p

09/07/12	:30	P3	\$500.00	Mentzer Media Services
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\$500.00
\$500.00

Line: 4

Time Period: 6p-7p

09/08/12	:30	P3	\$200.00	Mentzer Media Services
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\$200.00
\$200.00

Line: 5

Time Period: 7p-8p

09/08/12	:30	P3	\$400.00	Mentzer Media Services
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\$400.00
\$400.00

Line: 6

Time Period: 930p-10p

09/08/12	:30	P4	\$325.00	Mentzer Media Services
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\$325.00
\$325.00

Line: 7

Time Period: 8a-9a

09/09/12	:30	P3	\$250.00	Mentzer Media Services
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\$250.00
\$250.00

Line: 8

Time Period: 9p-930p

09/10/12	:30	P3	\$1,000.00	Mentzer Media Services
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\$1,000.00
\$1,000.00

\$7,175.00
\$7,175.00

\$7,175.00
\$7,175.00

[Sorted by: Line]

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		NEWS	09/04-09/07	1	\$4,000.00	:30	4	TU-F	9P-930P	4	\$1,000.00
Buyline Comment: NEWS											
2		BONES	09/07-09/07	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
Buyline Comment: BONES											
3		HOUSE	09/07-09/07	1	\$500.00	:30	1	F	8P-9P	1	\$500.00
Buyline Comment: HOUSE											
4		HOUSE	09/08-09/08	1	\$200.00	:30	1	SA	6P-7P	1	\$200.00
Buyline Comment: HOUSE											
5		COPS	09/08-09/08	1	\$400.00	:30	1	SA	7P-8P	1	\$400.00
Buyline Comment: COPS											
6		NEWS	09/08-09/08	1	\$325.00	:30	1	SA	930P-10P	1	\$325.00
Buyline Comment: NEWS											
7		NEWS	09/09-09/09	1	\$250.00	:30	1	SU	8A-9A	1	\$250.00
Buyline Comment: NEWS											
8		NEWS	09/10-09/10	1	\$1,000.00	:30	1	M	9P-930P	1	\$1,000.00
Buyline Comment: NEWS											

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---COMPETITIVE---

Market Totals	\$89,688	CABL 0%	KASA 8%	KASY 0%	KLUZ 0%	KOAT 17%
		KOB 33%	KRQE 42%	KWBQ 0%		

---COMPETITIVE COMMENTS---

NEW ORDER

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Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total charges: \$	GROSS
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This broadcast time will be used by: Americans for Prosperity

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
--

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date 11/17/2012 Signature John Flynn Contact Phone Number 703-224-3200

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature _____ Printed Name _____ Title _____



Client Information Request Form
Issue

Advertiser Group Name:

Americans for Prosperity

Address:

1726 M St. NW 10th Floor

City, State & Zip Code:

Washington, D.C. 20036

Phone:

202-349-5880

Fax:

202-587-4599

Executive Director or

President

Tim Phillips

Group Treasurer

John Flynn